

CHAPTER I

INTRODUCTION

Chapter 1 of this research contains : background of study, statement of problem, purpose of study, significance of study, scope and limitation, and definition of key terms.

1.1 Background of Study

A word is a set of some letters or just a letter implied a notion. We are able to communicate with people by using words. The information and news around the world are written in the form of newspaper and broadcast on television media. Afterward, we can make a research and find new invention (Beglar, D. and N. Murray, 2002). Words, wrapped in one unity called language, play the most important role in human living all around the world, In conclusion, people not able to survive their life without words.

Slang is non-formal or casual spoken English used by people within a community. The other name of Slang is *slangism*. It is a sprinkle of color in a language, since slang is unusual and unique. It also classified into language variation. As the general rule, it did not use in the formal spoken language or writing because it is humorous, ribald, or shocking (Thorne, T. 2004).

Most of slang is the product of the youth. They use this kind of language in informal situation or place like home, school, university, market, and so on. Sometimes, they create new word from their own language and it can be understood only in their community. This kind of language variety is designed to.

Make speech more casual and playful. However, it may not always be suitable for formal speech (Thorne, T. 2004).

As manifested in social media, individuals are more and more interacting with each other on social network platforms. The increasing popularity of social media has changed the way how people communicate. The popularity of social networking websites has grown so much in the last decade that it is rare to find an adolescent or young adult who does not actively maintain a personal webpage on websites such as Facebook, MySpace, or Friendster, twitter, youtube, whatsapp, and line (Lenhart & Madden, 2007).

Given them another channel to easily express themselves to the world. The companies also responded to this trend by setting up its presence as well on social media (Fam & Waller, 2004). Companies who are participating in social media are engaging in a whole new way of doing marketing. For companies, social media is another way to communicate to its customers.

In Indonesia, when we study language in school or college, teachers usually teach us the standard language. As we know, it is usually used in formal situation, for instance, in meeting seminar, etc. It is very different when we get into the society or the real community of the language. People usually use non standard language for the informal situation. One of non-standard languages we usually find is slang.

Nowadays, the use of slang is getting more globalized in reality, people often use slang words in instant messaging by using short-formed words when sending message. Moreover slang is also used in America or English especially in

social media (Chapman, Robert L. and Barbara Ann Kipfer, 2005). Sample of common slang words in line is if a teenager has made a mistake, the phrase “my bad” is frequently employed as a cover. It means what it appears to mean “I was bad”.

Digital natives have a completely different mindset compared to digital immigrants. Today’s young adults, also known as “Generation Y” or the “Millennials” are very different from their predecessors. They are well known for being technologically adept, having grown up in a world that is marked by rapid digital and online growth. Many of them are able to multitask with ease, e.g., chatting away on cellphones and instant messaging on their computers while trying to read a book. Not surprisingly, many of their parents, teachers, and employers find such behavior either amusing or annoying at best, or disconcerting at worst (Y. Tan, 2009).

In recent years, digital media and networks have become embedded in our everyday lives, and are part of broad-based changes to how we learn in knowledge production, communication, and creative expression. Unlike the early years in the development of computers and computer-based media, digital media are now commonplace, having been taken up by a wide range of individuals and institutions in all walks of life. Digital media have escaped the boundaries of professional and formal practice, and the academic, governmental, and industry homes that initially fostered their development. Now they have been taken up by diverse populations and non-institutionalized practices, including the peer activities of youth. Although specific forms of technology uptake are highly

diverse, a generation is growing up in an era where digital media are part of the taken-for-granted social and cultural fabric of learning, play, and social communication.

The information above is based on theoretical consideration. Empirically, the similar studies have been carried by previous research such as:

The first researcher done by Yuniarti (2008) entitled "*An Analysis of Slang Language in 'Malibu's Most Wanted' Movie*", she found out that the reasons of using slang language in the movie are based on word used and background of the movie. The reasons of using slang language in the movie are based on word used and background of the movie. Beside that, they are classified into general and specific reason of using slang. The researcher tried to classify and analyzed them by using the perspectives of the types, the setting, the meaning and the reasons why slang words or phrases are used in the Malibu's Most Wanted movie.

The second research done by Dewi (2012). Her title is "*A descriptive analysis of slang terms used in 'hancock' movie*", she found out that the meaning of the kinds of slang term used in the movie, the word formation in every slang expression, also the Sociolinguistics aspects of slang expression found in the movie. Slang language or often referred to as slang would not have rules of grammar. Of course slang itself has gone global; there are now local hybrids, often incorporating English lexis alongside the pervasive effects of dominant inner-circle varieties such as the high school argot propagated by Hollywood movies and TV soaps, and the black street codes of rap and hip-hop

The third research done by Saba (2013) entitled “*The Effects of Social Networking Sites on the Academic Performance of Students in College of Applied Sciences*”. He found out that classroom and social software as paradigms that build young knowledgeable societies. It studies variables that examine the effectiveness of these social tools in knowledge sharing and general awareness of student communities. The study tabulates the usage of these web2.0 applications and their impact on linguistic and social behaviors of young learners. The demographic segmentation constructs a framework to evaluate social tools and e-learning technologies popular amongst learners. The results of empirical evidence explore classroom and social software as paradigms that build young knowledgeable societies. It studies variables that examine the effectiveness of these social tools in knowledge sharing and general awareness of student communities.

After the researcher did research in XI grade SMAN 1 Gading Probolinggo, he found many students' terms start as slang, and become adopted as standard language. Similarly, the precise meanings of slang terms vary through the ages. Because the term slang also encompasses vocabulary not in general use, many dialectal words may also be considered slang. The differences between this research and another previous research is the object that will be examined. The object in this research are teenagers who have slang words on social media “Line”.

From the explanation above, the researcher wants to investigate about a study on social media “Line” used by digital native at SMAN 1 Gading

Probolingo. In this study, the researcher focuses on the XI grade students there that consist of one class.



1.2 Statement of Problem

1. What are kinds of slang language used by student's as digital native on social media "Line" in the XI grade students at SMAN 1 Gading Probolinggo?
2. Why do students as digital native use slang on social media "Line" in the XI grade students at SMAN 1 Gading Probolinggo?

1.3 Purpose of the Study

1. To know kinds of slang language used by student's as digital native on social media "Line" in the XI grade students at SMAN 1 Gading Probolinggo
2. To figure out how students as digital native use slang on social media "Line" in the XI grade students at SMAN 1 Gading Probolinggo

1.4 Significance of the study

This current study is to give more understanding about slang. This study is a reference for other researchers who want to conduct a research in the same field. In this research, that readers will get an additional knowledge about slang. This study can help readers study how identify and to use slang language and to know the vocabulary of slang words.

1.5 Scope and Limitation

According to Moleong (2001), the scope of a study is the most determining step in the qualitative research. It is important to restrict the problem because it helps the researcher analyzes the data. Therefore, the researcher focuses on study

slang word in line on social media used by digital native at SMAN 1 Gading Probolinggo

1.6 Definition of Key Terms

1. **Slang** is the special, restricted speech of subgroups or subcultures in society and it is a highly informal, unconventional vocabulary of more general use (Mey, 2008).
2. **Social media** is collective of online communications channels dedicated to community-based input, interaction, content-sharing, and collaboration (Fam & Waller, 2004)
3. **Digital native** is a person who has been familiar with computers, the internet and other digital technology from a young age (Y. Tan, 2009)
4. **Line** is a proprietary application for instant communications on electronic devices such as Smartphone's, tablet computers and personal computers. Line users exchange texts, images, video and audio, and conduct free VoIP conversations and video conferences (Josh, 2014).